

Message Text

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15

ACTION EA-10

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R 080738Z MAY 75

FM AMEMBASSY CANBERRA

TO SECSTATE WASHDC 5673

INFO AMEMBASSY WELLINGTON

AMCONSUL SYDNEY

AMCONSUL AUCKLAND

AMCONSUL MELBOURNE

CINCPAC

LIMITED OFFICIAL USE CANBERRA 2903

AUCKLAND FOR SECRETARY WEINBERGER

CINCPAC ALSO FOR POLAD

E.O. 11652: N/A

TAGS: OVIP, PFOR, AS (HEW SECRETARY WEINBERGER)

SUBJECT: SECRETARY & MRS WEINBERGERS' PARTICIPATION IN
SUCCESSFUL AMERICAN-AUSTRALIAN WEEK

1. HEW SECRETARY AND MRS. WEINBERGER'S PARTICIPATION IN AUSTRALIAN-AMERICAN FRIENDSHIP WEEK (COARL SEA WEEK) WAS AN OUTSTANDING SUCCESS. THEY WERE IDEAL REPRESENTATIVES OF OUR COUNTRY WHO, IN A PACKED SCHEDULE, MET A WIDE SPECTRUM OF FEDERAL AND STATE OFFICIALS AS WELL AS AUSTRALIANS IN MANY WALKS OF LIFE, ESPECIALLY THOSE ACTIVE IN FIELDS COVERED BY HEW.

2. MEDIA COVERAGE, ESPECIALLY RADIO AND TV, WAS EXTENSIVE. THIS INCLUDED SECRETARY'S PARTICIPATION AT WELL ATTENDED CENOTAPH CEREMONY IN SYDNEY, INTERVIEW ON ABC NATIONAL RADIO PROGRAM AND 12-MINUTE TV PROGRAM ENTITLED "THIS WEEK" TO BE AIRED MAY 11 DURING PRIME TIME ON LARGEST COMMERCIAL NETWORK. PRESS CARRIED NUMEROUS PICTURES AND
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SEVERAL GOOD ARTICLES, WITH MRS. WEINBERGER'S INTERVIEWS

RECEIVING WIDE COVERAGE IN THREE LEADING NEWSPAPERS.

3. UNIQUE FEATURE IN THIS YEAR'S PROGRAM WERE SEMINARS IN MELBOURNE AND CANBERRA WHICH BROUGHT TOGETHER RANKING AUSTRALIANS FROM GOVERNMENT AND PRIVATE SECTORS WHO DEAL WITH AFFAIRS COMPARABLE TO HEW. THOSE ATTENDING INCLUDED HEADS OF FEDERAL AND STATE DEPARTMENTS OF EDUCATION, SENIOR PEOPLE IN WELFARE, CHURCH AND PRIVATE CHARITIES, ACADEMICS, DOCTORS AND NURSING STAFF. CANBERRA MEETING WAS CHAIRED BY MINISTER OF HEALTH EVERINGHAM, AND IN MELBOURNE BY DR. MCCLOSKEY, DIRECTOR OF MEDICAL SERVICES FOR VICTORIA. FORMAT WAS FOR SECRETARY TO SPEAK FOR 15-20 MINUTES FOLLOWED BY A QUESTION-AND-ANSWER PERIOD WHICH LASTED OVER AN HOUR. DISCUSSION WAS BROAD-RANGING AND, AS SECRETARY'S VIEWS WERE OFTEN NOT THAT OF LABOR PARTY POLICY, HE EXERCISED HIS CONSIDERABLE SKILL IN DIPLOMATICALLY CONVEYING HIS IDEAS WITHOUT AROUSING CONTROVERSY. THESE SEMINARS WERE A MOST VALUABLE PART OF THE VISIT.

4. CONSUL GENERAL HANNAH AND BRAND AGREE WITH ME THAT THE SELECTION OF SECRETARY AND MRS. WEINBERGER TO BE OUR OFFICIAL GUESTS AT THIS YEAR'S AUSTRALIAN-AMERICAN WEEK COULD NOT HAVE BEEN A HAPPIER ONE. THIS HAS A GREAT DEAL TO DO WITH THEIR PERSONAL QUALITIES OF WARMTH, RESPONSIVENESS AND ABILITY TO ESTABLISH QUICK RAPPORT WITH ALL THE VARIOUS PEOPLE AND GROUPS THEY MET DURING THEIR CROWDED SCHEDULE.

5. THAT THEY HAPPENED TO HAVE BEEN MARRIED IN SYDNEY DURING WORLD WAR II GAVE THEIR TRIP HERE AN EXTRA FILLIP -- EVEN IN SYDNEYPHOBIC MELBOURNE.

6. THE CHOICE OF THE SECRETARY OF HEW TO REPRESENT THE US THIS YEAR WAS PARTICULARLY USEFUL AS A STEP IN A DELICATE TRANSITIONAL PHASE THROUGH WHICH THE AUSTRALIAN-AMERICAN ASSOCIATION IS TRYING TO SHIFT THE FOCUS OF THIS ANNUAL CEREMONY SO AS TO EMPHASIZE THE WIDE RANGE OF COMMON AUSTRALIAN-AMERICAN INTERESTS RATHER THAN CONCENTRATE AS HARD AS WE HAVE IN THE PAST ON THE WORLD WAR II LIMITED OFFICIAL USE

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MILITARY ALLIANCE. MANY AUSTRALIANS COMMENTED ON THEIR APPRECIATION OF THIS SHIFT OF EMPHASIS FROM THE AMERICAN SIDE.

7. AIRGRAM WITH COMPLETE SCHEDULE AND DETAILS FOLLOWS.
GREEN

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